

## Message Text

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64

ACTION EUR-12

INFO OCT-01 ISO-00 EB-06 RSC-01 /020 W

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R 301550Z OCT 74

FM AMEMBASSY ROME

TO USDOC WASHDC

INFO SECSTATE WASHDC 7783

AMCONSUL MILAN

UNCLAS ROME 15016

E.O. 11652 N/A

TAGS: BBSR, IT

SUBJ: WTDR - VIDEOCOLOR S.P.A.

REF: USDOC 15148

1. ADDRESS: VIA MEROLESE KM. 2, P.O. BOX 11, 03012 ANAGNI  
(FROSINONE), ITALY. CABLE: VIDEOCOLOR ANAGNI. TELEX: 683171  
VICOLOR. PHONE: 0775-78121. OFFICER: MR. ABEL FARNOUX, PRESIDENT.

2. MEDIUM SIZE FIRM ESTABLISHED 1964, EMPLOYS N/A, SALESMEN  
N/A. MANUFACTURER AND EXPORTER OF SHADOW-MASK COLOR TV TUBES.  
SELLS IN EUROPE.

3. FINANCIAL REFERENCES: BANCA NAZIONALE DEL LAVORO, BANCA  
COMMERCIALE ITALIANA, ROME. TRADE REFERENCES: N/A.

4. MAJOR FOREIGN FIRMS REPRESENTED: RCA CORP., ECA BLDG.,  
NEW YORK, N.Y.

5. ORIGINALLY ESTABLISHED UNDER THE NAME OF ERGON BY ITS  
FORMER OWNER, VOXSON-FARET OF ROME, THE COMPANY BEGAN THE  
MANUFACTURE OF SHADOW-MASK COLOR TUBES UNDER LICENSE FROM THE  
US ADMIRAL CORPORATION. IN 1971 THE FIRM'S OWNERSHIP WAS ACQUIRED  
BY VIDEOCOLOR OF PARIS, A JOINT VENTURE BETWEEN THE FRENCH GROUP  
THOMSON AND RCA. ERGON ALSO CHANGED NAME TO VIDEOCOLOR  
AND THE ADMIRAL'S MANUFACTURING LICENSE WITH THAT OF RCA.

AT PRESENT THE COMPANY OPERATES A MODERN PLANT IN CENTRAL ITALY

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EQUIPPED WITH A MODERN INDUSTRIAL LABORATORY AND WITH ANNUAL

SALES OF 30 BILLION LIRE (APPROX. 45 MILLION DOLS). THERE IS CURRENTLY NO COLOR TV BROADCASTING IN ITALY ALTHOUGH MANY PARTS OF NORTHERN ITALY CAN RECEIVE COLOR BROADCASTS FROM SWITZERLAND. AS RESULT, FIRM IS DEPENDENT ON EXPORT MARKET FOR BULK OF ITS SALES. SOURCES REPORT THAT VIDEOCOLOR HAS CONSIDERABLE FINANCIAL RESOURCES, HIGH CREDIT APPRAISAL AND AN EXCELLENT BUSINESS REPUTATION. IT IS A RELIABLE TRADE PARTNER FOR US FORMS.

6. DATE OF INFO: 10/74.VOLPE

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 30 OCT 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Subject:** WTDR - VIDEOCOLOR S.P.A.  
**TAGS:** BBSR, IT  
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